

# **Recreation Advisory Board**

## **Wednesday, February 9, 2011, 7:00pm**

### **Pip Moyer Recreation Center Conference Room**

### **Meeting Minutes**

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#### **I. ROLL CALL**

##### **Members Present:**

Taney Hamill, **Chair**  
Craig Harrison  
Michael Hughes  
Chris Aist

Dawn Moyer, Vice Chairman  
Abigail Fowlkes  
Bumper Moyer  
Frank Montgomery

Ray Lowman  
Ginger Rankin  
Regan Weaver

##### **Staff Present:**

LeeAnn Plumer

Tami Hook, Recorder

##### **Guest:**

Patty Templeton

Dana Disborough

Ms. Hamill called the meeting to order at 7:09pm at the Pip Moyer Recreation Center.

#### **II. January 12, 2011 Meeting Minutes**

Mr. Lowman moved to approve the January 12, 2011 meeting minutes as written. Mr. Hughes seconded the motion. The motion passed unanimously in a vote of 11-0.

#### **III. Director's Report**

##### **1. PMRC/Monthly Memo**

There was a discussion regarding the theft at the Recreation Center and the measures that have been taken to prevent future occurrences. The Board raised several suggestions for staff to consider in this undertaking.

Ms. Plumer went over the Manager's Monthly Memo pointing out that the Striders made a \$300 donation to repair the water fountain at Bates Track. She noted that Department received a \$40,000 Achieved Grant from the Center for Disease Control and National Recreation and Parks Association. Ms. Bistrack was very instrumental in the grant preparation. The Board offered kudos to Ms. Bistrack and the Department on this accomplishment. Ms. Plumer reported that Mr. Thomas had knee surgery and has also announced his retirement on June 1, 2011.

#### **V. Old Business**

##### **1. Board Position Elections/Bylaw Review**

Ms. Weaver moved to nominate Ms. Hamill to serve as Chair of the Recreation Advisory Board. Ms. Moyer seconded the motion. The motion passed unanimously in a vote of 11-0.

Ms. Hamill moved to nominate Ms. Moyer to serve as Vice Chair of the Recreation Advisory Board. Ms. Aist seconded the motion. The motion passed unanimously in a vote of 11-0.

**2. Board Thank You's for Retired Employees**

The Board will invite the retired employees to participate in the Awards Reception. Ms. Aist and Ms. Hamill will work on selecting the type of award for these retired employees. It was suggested that a citation would be appropriate.

**3. Open House Survey Report**

This item was tabled to the March 8, 2011 meeting.

**VI. New Business**

**1. Dana Disborough, Marketing Coordinator – Marketing Plan**

Ms. Hamill introduced Ms. Dana Disborough, the Department's Marketing Coordinator. Ms. Disborough provided some background on her degree and gave an overview of the Department's ongoing projects to include traditional marketing, online communications, media connections, advertising, printing/production, special events, fairs and marketing booths, survey/customer outreach, fundraising and annual budget/expenses. She has taken on the responsibility of maintaining the Department's webpage and sends out e-newsletters to disseminate information. Ms. Hamill asked if the Department is tracking the responses to the media types. Ms. Disborough explained that there are some tracking tools and information has been distributed to approximately 4,200 email addresses. She stated that the punch card promotion was a success and the Department realized \$7,300 over a two day period that is the equivalent to 56 adult non residents purchasing the card. Ms. Plumer added that Ms. Disborough has completed outreach to promote all the Department's programs and activities. A question was raised whether the Department has found a scoreboard and several suggestions were made to assist with getting one. Ms. Hamill suggested that Ms. Disborough query some of the parents of the team members.

**2. July 4<sup>th</sup> Fundraising Update**

Ms. Hamill stated that there was suppose be a fundraising update but there has been no efforts made on the fundraising to date so nothing to report. This will be a standing agenda item.

**3. FY2012 Budget Submission (for Review)**

Ms. Plumer provided a copy of the FY2012 budget and went over how it is broken out. The Department was asked to submit the same budget as last year with some enhancements as well as second budget with a 5% reduction. Last year the Department's budget was \$1.75M and this year's proposed is \$1.74M. The budget for the PMRC was \$2.4M and this year's proposed budget is \$2.3M. There is a potential for a 5% cut across all City Departments. Ms. Plumer went over the possible cuts if the 5% reduction is implemented. She will be meeting with the Mayor to go over the budget suggestions. Mr. Hughes suggested discussing the impacts to the programs as a result of the reduction.

**4. Department/Awards Reception (March or April)**

Ms. Plumer has solicited award nominees from staff. Ms. Hamill asked that Ms. Plumer send out the nomination information for the Board to consider. The Board agreed to hold the awards reception in April outside of the Board's regular scheduled meeting.

**VII. Play Sub-Committee**

There is no report for this subcommittee this month.

**VII. Event Horizon – Winter 2011**

February 22, 2011 – Recreation and Parks in Maryland; Healthy People, Communities and Environment.

March 20, 2011 – Indoor Biathlon – Members asked to spread the word.

April 16, 2011 – GreenScape – There is a reception scheduled after the event. Former Mayor Moyer is the honorary chairperson.

**IX. Other Business Presented by the Board**

There were no other agenda items presented.

**X. Adjournment**

Mr. Moyer moved to adjourn the meeting at 8:15pm. Ms. Rankin seconded the motion. The next meeting is scheduled for March 9, 2011 at the Pip Moyer Recreation Center conference room.

Tami Hook, Recorder